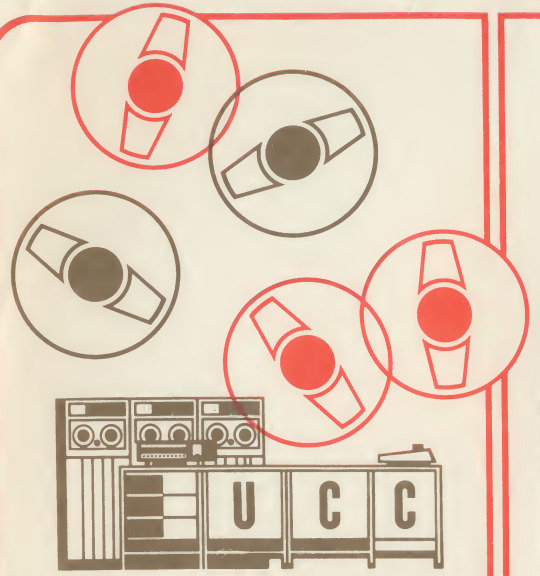

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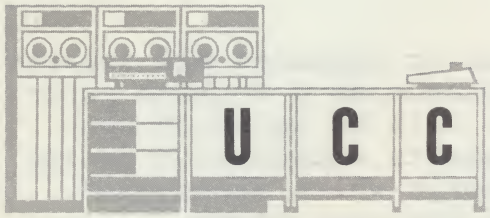

UNIVERSITY COMPUTING COMPANY
ACADEMY OF COMPUTER TECHNOLOGY
1930 Hi-Line Drive ■ Dallas, Texas 75207 ■ 214 / 741-1946

Dear Sir:

Modern Corporate Management requires the busy executive to have practical knowledge about Management Information Systems. Many executives are already faced with the problem of designing and implementing new management information systems in a relatively short time. To help the executive deal more effectively with these matters -- areas for which he may well have had no specialized training -- University Computing is pleased to present, through its professional seminar program, two seminars designed to meet the need for this knowledge and expertise. They are:

MANAGEMENT INFORMATION SYSTEMS, THEORY & DEVELOPMENT
Faced with the decision of "when and how MIS," management must understand what MIS is in both theory and in practical terms. This course involves logical and necessary steps for the manager to use in defining his objectives, evaluating his internal requirements, and understanding computer-based MIS systems.

Technology in this field changes so rapidly that design considerations, scheduling, interfacing, and implementation problems have become extremely complex. The implications of computer-based systems extend both vertically and horizontally in the management hierarchy. How management deals with these implications is discussed, and the use of development techniques is explained. The effect of MIS on corporate data flow, usage, and operating cost is emphasized. Advanced information systems designed for computers are compared, and methods for evaluating data bases are discussed.

This seminar is being conducted by Mr. Ferinand C. Sasse, a management consultant with more than thirteen years of experience in management training and guidance. He is a consultant to the Office of Economic Opportunity, and has had wide experience in implementing management information systems for the National Aeronautics and Space Administration.

ESTABLISHING A MANAGEMENT INFORMATION SYSTEMS DEPARTMENT
Introducing MIS into an organizational structure involves top management responsibility for decisions and policy. This seminar deals with securing management support, interrelating existing corporate functions with an MIS department, and organizing the department itself. Emphasis is placed on the importance of a smooth merger of MIS functions into existing management information systems which are being redesigned.

Stress is placed on problem areas which a new or expanded MIS department will face during installation and acceptance as a working partner with other departments. Basic questions will be answered concerning personnel problems, negative MIS elements encountered during critical phases, and MIS techniques and criteria which management uses to reach the objectives established for the department.

This seminar is being conducted by Mr. Duff Green, III, a computer technology teaching associate at American University. He was previously with the Department of the Army where he was involved in development of MIS systems for Headquarters, Department of the Army.

DUAL SEMINAR ADVANTAGES

The two seminars are given consecutively allowing management personnel attending to avail themselves of a dual benefit; understanding basic concepts and theory of MIS, and subsequent exposure to working considerations encountered in actually establishing a department.

More details are given in the enclosed brochure which describes course content and outline, and the registration procedure. Since these seminars are customarily oversubscribed at an early date, may I urge you to make your reservations early. Please use the attached reply card provided for that purpose.

Sincerely,

James Wildman

James Wildman
Director of Seminar Development,
University Computing Company

This seminar is designed for those concerned with the development of a well planned Management Information System within their organization.

MANAGEMENT INFORMATION SYSTEMS, THEORY and DEVELOPMENT

October 28-29-30, 1968
Warwick Hotel
Philadelphia, Pennsylvania

A two day seminar presenting a review of the decisions and problems involved in establishing a Management Information Systems Department.

October 31-November 1
Warwick Hotel
Philadelphia, Pennsylvania

ESTABLISHING A MANAGEMENT INFORMATION SYSTEMS DEPARTMENT

COURSE OUTLINE

1st DAY — MANAGEMENT INFORMATION SYSTEMS THEORY

☐ **MIS Concept**
- MIS Defined
- Scope of MIS
- Limits of MIS
- Management Science Emphasis

☐ **The Thrust of Information Technology**
- What is Information?
- Uses and requirements for information
  - Accuracy
  - Timeliness
  - Completeness
  - Pertinence
- Cost of Information
- Value of Information

☐ **MIS Utilization**
- MIS and Decision-Making
- Information for Strategic Decisions
- Information for Program Decisions
- Information for Operating Decisions

☐ **Considerations in MIS Design**
- System Structure and Information Flow
- Source Data
- Data Manipulation
- The Data Base
  - Levels of Data Base
  - Specialized Data Bases
- Data Storage and Information Retrieval
- Data Management
- Information Threshold

COURSE OUTLINE

1st DAY — CONSIDERATIONS IN ESTABLISHING MIS DEPARTMENT

☐ **Top Management Responsibilities**
- Basic Decisions about Kind of MIS that is Wanted
- Policies Related to MIS
- Management Direction
- Organizational Relationship; an Indication of Corporate Emphasis
- Clearly Defined Goals and Objectives of MIS
- Budget
- Priority of MIS related to Other Corporate Activities

☐ **Top Management Support**
- Management Interest and Availability
- Guidance to MIS Activities
- Day-to-Day Decisions
- Review and Approval of MIS Subsystems
- Clarification of Specific Management Requirements

☐ **Corporate Functions**
- MIS Requirements Inputs
- Interdepartmental Procedures for MIS Operating Process
- Data Base Information
- MIS Development Support
- Conventional Systems Interface with MIS

MANAGEMENT INFORMATION SYSTEMS, THEORY and DEVELOPMENT

2nd DAY — MANAGEMENT INFORMATION SYSTEMS DEVELOPMENT

☐ **Considerations in MIS Development**
- Corporate Support
- Establishing System Objectives
- The MIS Department
  - Organizational Relationship
  - Staffing
  - Outside Assistance
  - Workload
- MIS Documentation
- Procedure for Development Process

☐ **The Developmental Process**
- Plans and Priorities
- Sequence of Development
- System Integration
- Scheduling and Control
- The Fundamental Development Cycle
- Management Involvement
- Review and Approval
- Implementation

☐ **Problems in Systems Planning**
- Introducing MIS into business enviroment
- Systems Justification
- Crosstalk of Different Schools of thought
- Cost Compared to Predecessor System

☐ **Requirements for Automation**
- Volume of Data
- Efficiency of collecting, processing, storing and retrieving data
- Integration with conventional and traditional automated systems
- Data Control

3rd DAY — THE COMPUTER BASED MIS

☐ **Management Information Requirement and the Computer**
- Automatic Data Processing Techniques
- Evaluation of Computers and Their Uses
- Computer Assisted Management

☐ **State-of-the-Art in Computer Hardware and Software**
- Processing Components; Speed, Cost
- Storage Components; Capacities, Speeds, Cost

ESTABLISHING A MANAGEMENT INFORMATION SYSTEMS DEPARTMENT

- ADP Support as Designated by Top Management

☐ **MIS Department Functions**
- System Design
- System Development
- System Implementation
- System Operation
- Plans and Schedules
- Coordination
- Documentation
- Input Data Control
- MIS Reports and Reporting Formats
- Progress Reports
- ADP Responsibility
- Forms Design and Control

2nd DAY — THE MIS DEPARTMENT

☐ **Organization**
- Functional Organization
- Functional Organization Variations
- Organizational Structure
- Variations in Organizational Structure
- Management and Supervision
- Major Organizational Components
  - Planning and Scheduling Section
  - Design and Development Section
  - Procedures and Documentation Section
  - Operations Section

☐ **Personnel**
- Department Manager
- Skill Requirements of Personnel
  - Management Specialists
  - Procedures Analysts
  - Systems Analysts
  - Programmers
  - Technical Writers
  - Coordinators
- Personnel Resources
  - Internal
  - External
- Training

☐ **Facilities and Equipment**
- Space Requirement for Facilities
- MIS-Directly Related Equipment
- ADP-Associated Equipment

- On-Line Integrated Data Files
- Input-Output Device; Media, Speeds, Cost

☐ **The Management/Machines Interface**
- On-Line Computers for the Manager
- Types and Configurations of Remote Devices
- Security and Error Control
- Data Display; Types and Amounts of Data, Media, Format of Reports

☐ **System Performance**
- Calculating Costs and Performance
- Cost/Performance Trade-Offs
- Optimizing Cost/Performance Ratios

- ADP Equipment Associated with ADP Responsibility

☐ **Problem Areas for MIS Department**
- Interdepartmental Relationships
- Refinements to Delegations of Authority and Responsibility between Departments
- Acceptance of MIS Activities within Corporation
- Control of Personnel Working out of Department Confines
- Working Relations with Personnel of Other Departments
- Establishing and Maintaining Good Working Relations with Negative MIS Element

INSTRUCTOR RESUME

Mr. Ferdinand C. Sasse is a Management Consultant and is currently providing management training and guidance to a segment of the Office of Economic Opportunity and approximately 180 local poverty agencies. Subject areas include MIS, general management improvement and Government information reporting requirements. Previous activities included the preparation of systems manuals covering plans for design, development and implementation of a management information system for facilities operation and maintenance at the NASA Manned Spacecraft Center, Houston, Texas. He has had over thirteen years experience at the management, supervisory or management staff level involving all aspects of the management equations. He holds a BSIE from Lehigh University.

Mr. Duff Green, III, is currently a teaching associate at the American University and is teaching computer technology courses such as: "Introduction to Data Processing," and "Automated Data Processing Systems." Previously, he had been involved in the development of a total management information system for Headquarters, Department of the Army and the Army Authorization Documents Systems. He holds an MA in Public Administration from American University specializing in Technology of Management — Computer System and Management Information Systems and is currently working towards his Doctorate in the same field.

ADVISORY PANEL

Panel Members, who cooperated in the development of this seminar, are also available for reply to your written questions on subjects covered during the seminar for three months after you attend. Panel members are:

Ferdinand C. Sasse
Management Consultant
Ferdinand C. Sasse & Associates
Houston, Texas

Duff Green, III
Teaching Associate
American University

Available for questions on general course content:

James Wildman
Manager, Curriculum Development
University Computing Company

MANAGEMENT INFORMATION SYSTEMS, THEORY and DEVELOPMENT

October 28-29-30, 1968
Warwick Hotel
Philadelphia, Pennsylvania

WHO SHOULD ATTEND

Executives and managers directly or indirectly involved in Management Information Systems that need a background for decisions concerning future courses of action and directions for MIS development and implementations within their sphere of influence.

COURSE OBJECTIVE

To present current thinking and up-to-date technical information about Management Information Systems theory, design and development, and related computer technology.

COURSE LIBRARY

MANAGEMENT INFORMATION SYSTEMS THEORY AND DEVELOPMENT SYLLABUS, a narrative outline of course content, including exhibits referred to in lectures.

INFORMATION SYSTEM FOR MANAGEMENT PLANNING & CONTROL, by T. A. Prince.

THE MANAGEMENT GUIDE TO COMPUTER PROCESSING, by Roger L. Sissen and Richard G. Canning.

October 31-November 1
Warwick Hotel
Philadelphia, Pennsylvania

ESTABLISHING A MANAGEMENT INFORMATION SYSTEMS DEPARTMENT

WHO SHOULD ATTEND

Management representatives and advanced technical personnel directly involved in establishing and/or operating a Management Information Systems Department.

COURSE OBJECTIVE

To present a detailed review of the major decisions, considerations and problem areas involved in establishing a Management Information System Department.

COURSE LIBRARY

ESTABLISHING A MANAGEMENT INFORMATION SYSTEM SYLLABUS, a narrative outline of course content including exhibits referred to in lectures.

REGISTRATION

Registration for the three day Management Information Systems, Theory and Development Seminar costs $210; registration for the Establishing a Management Information Systems Department Seminar costs $150. This includes the luncheons and course library for both. To register, write or call:

The Registrar
University Computing Company
1930 Hi-Line Drive
Dallas, Texas 75207
(214) 741-4051

LOCATION

These seminars will be presented at the Warwick Hotel which is reached quickly and easily from all major turnpikes, rail, bus or airline terminals. Limousine service from the airport is available.

HOURS

Classes begin at 9:30 a.m. and end at 5:30 p.m.

PARKING

Nearby parking lots may be used for the Warwick.

HOTEL ACCOMMODATIONS

Hotel accommodations are not made by University Computing, however room reservation cards will be sent to you with confirmation of your enrollment. The Warwick Hotel, 1701 Locust Street, Philadelphia, Pa. 19103, (215) PE 5-3800 is holding a block of rooms until two weeks before the seminar at $14-$20 single and $19-$25 double.

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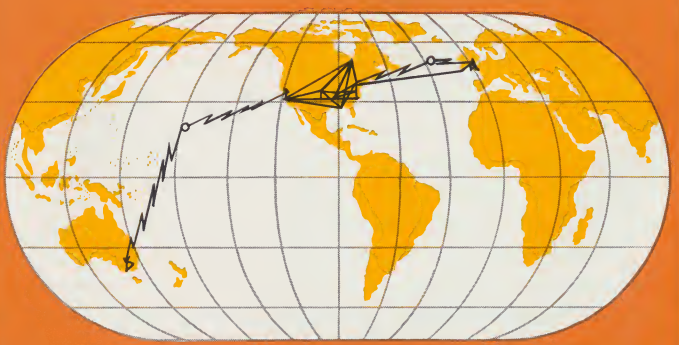

This seminar is designed for those concerned with the development of a well planned Management Information System within their organization.

A two day seminar presenting a review of the decisions and problems involved in establishing a Management Information Systems Department.

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REGISTER ME FOR:

☐ **MANAGEMENT INFORMATION SYSTEMS, THEORY AND DEVELOPMENT**

October 28-29-30, 1968
Warwick Hotel
Philadelphia, Pennsylvania

☐ **ESTABLISHING A MANAGEMENT INFORMATION SYSTEMS DEPARTMENT**

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